BLACKBIRD FOR TRAINING

# Comprehensive C-SUITE Leaders Program—Middle East

19 – 30 April 2027
Barcelona (Spain)



**Comprehensive C-SUITE Leaders Program—Middle East**

**Ref:** 3254246_304750 **Date:** 19 – 30 April 2027 **Location:** Barcelona (Spain) **Fees:** 10600 GBP

## Introduction

The C-Suite Leaders Program—Middle East is an extensive course designed specifically for senior executives in the Middle East region. This program focuses on developing leadership excellence and strategic thinking skills to drive organizational success in a dynamic business landscape.

## Objectives

- Enhance executive presence and influence to effectively lead teams and stakeholders.
- Develop strategic thinking abilities to navigate complex business challenges.
- Acquire practical tools and frameworks for decision-making and leading change.
- Cultivate effective communication and networking skills for building strong professional networks.
- Foster a growth mindset and the ability to execute growth strategies.
- Develop innovation management capabilities to drive business growth.
- Enhance agility and adaptability in the face of disruption.
- Foster cross-functional collaboration and synergy.
- Develop a global mindset and cultural intelligence.
- Acquire insights into emerging trends and technologies shaping the business landscape.

## Course Outline

**Day 1**

**Executive Presence and Influence**

- Understanding the critical principles of effective leadership.
- Developing persuasive communication skills.
- Strengthening leadership presence.
- Cultivating informal networks.
- Learning a framework for persuasion.
- Communicating vision and strategy persuasively.

**Day 2**

**Strategic Thinking**



- Exploring business strategy from multiple perspectives.
- Decisive decision-making and leading change.
- Creating and sustaining competitive advantage.
- Leveraging strategic alliances.

**Day 3**

**Strategic Leadership for Transformation**

- Assessing the organization's readiness for transformation.
- Leading change initiatives and managing resistance.
- Developing a strategic roadmap for organizational transformation.
- Building a culture of innovation and continuous improvement.

**Day 4**

**Leading High-Performing Teams**

- Building and developing high-performing teams.
- Enhancing team dynamics and collaboration.
- Motivating and empowering team members.
- Managing diversity and fostering inclusion.

**Day 5**

**Strategic Execution and Performance Management**

- Translating strategy into actionable plans.
- Establishing key performance indicators KPIs and metrics.
- Monitoring and evaluating performance.
- Implementing effective performance management systems.

**Day 6**

**Managing Innovation and Disruption**

- Understanding the role of innovation in driving business growth.
- Managing disruptive technologies and market changes.
- Fostering a culture of innovation.
- Implementing innovation strategies.

**Day 7**

**Strategic Marketing and Customer Experience**

- Developing customer-centric strategies.
- Creating compelling value propositions.
- Designing and delivering exceptional customer experiences.
- Leveraging digital marketing and analytics.

**Day 8**



**Financial Strategy and Value Creation**

- Understanding financial statements and key financial metrics.
- Evaluating investment opportunities and allocating resources.
- Maximizing shareholder value.
- Capital structure and financing strategies.

**Day 9**

**Leading in a Global Context**

- Developing a global mindset and cultural intelligence.
- Leading diverse and multicultural teams.
- Navigating geopolitical and cultural complexities.
- Expanding into international markets.

**Day 10**

**Immersion and Networking Event**

- One-week immersive learning experience and networking event on-campus.
- Two days of off-site activities for peer bonding and cultural competence.
- Structured networking activities with peers, industry executives, and faculty.
- Reflection, consolidation, and action planning.

